

FCC REPORT – 3RD QUARTER 2015

**STATION KXPK-FM HAS ASCERTAINED THAT THE FOLLOWING
ISSUES ARE MATTERS OF CONCERN TO THE COMMUNITY IT SERVES:**

- 1. NATIONAL POLITICS**
- 2. ECONOMY**
- 3. ROLE OF LATINOS IN THE COMMUNITY**
- 4. LATIN AMERICAN ISSUES**
- 5. PUBLIC SAFETY**
- 6. HEALTH CARE**
- 7. IMMIGRATION**
- 8. EDUCATION**
- 9. RELIGION**
- 10. ENVIRONMENT**
- 11. LATINO YOUTH**

ISSUE: NATIONAL POLITICS

Program: Perspectiva Nacional (Segment #1, 9:00)

When: August 2nd , 7:30-8:00AM

Description of Program:

Despite his controversial positions, the candidate for the Republican nomination for President Donald Trump, continued rising in the polls . Two Republican strategists analyze the viability of his candidacy and the implications of this situation for their party , while attacking the Democrats for what they call incoherent stances regarding Trump

Program: Perspectiva Nacional (Segment #1, 9:00)

When: August 16th , 2015 7:30-8:00AM

Description of Program

The primary campaigns to choose the Democratic and Republican candidates are heated with each passing week. Donald Trump still leads the polls despite his controversial statements, while Hillary Clinton sees how Bernie Sanders gains popularity, with the possibility of Joe Biden deciding to run. The Democrat analyst Melissa Diaz and the Republican strategist Maricruz Magowan explain how they see the process.

Program: Perspectiva Nacional (Segment #2, 8:00)

When: August 30th , 2015 7:30-8:00AM

Description of Program

The Democratic National Committee spokesman, Pablo Manriquez, gives his view on what his happening in the Democratic campaign: Hillary Clinton losing popularity, Bernie Sanders gaining followers, and the possibility that Joe Biden decide to run.

Program: Perspectiva Nacional (Segment #1, 9:00)

When: September 4th , 2015 7:30-8:00AM

Description of Program

After the August recess, Senators and Representatives return to Washington this Tuesday to decide on several important issues such as the nuclear deal with Iran, and the conditional approval of the budget linked to discussion on the federal funds to the Parenthood clinics. Democratic Party spokesman, Reynaldo Benitez, and republican analyst Rocio Velez explain the positions of their parties.

Program: Perspectiva Nacional (Segment #2, 8:00)

When: September 11th, 2015 7:30-8:00AM

Description of Program

We spoke with republican analyst carlos mercader to know what to expect of the second debate between the republican candidates. We'll know how the dynamics for several of them have changed after the first debate and what are the issues that will set the tone in this new debate.

Program: Perspectiva Nacional (Segment #1, 9:00)

When: September 18th, 2015 7:30-8:00AM

Description of Program

The second debate between Republican candidates gave new energy to some of the contenders, while others looked weaker. Political analysts Rocio Velez and Alfonso Aguilar explain what were the lessons learned from the debate and the prospects for the candidates.

ISSUE: ECONOMY

Program: Perspectiva Nacional (Segment #2, 8:00)

When: July 26th, 2015 7:30-8:00AM

Description of Program:

Maria Contreras Sweet, Small Business Administrator and one of the few Latinas in President Obama's cabinet will provide valuable information, not only to help small businesses, but also those who dream of having their own business.

Program: Perspectiva Nacional (Segment #1, 9:00)

When: August 30th, 2015 7:30-8:00AM

Description of Program:

Two weeks of ups and downs in the stock market caused concern about the state of the US economy while the savings of thousands of people were affected. The renowned economist Isaac Cohen clarifies the risks for the ordinary citizen.

ISSUE: ROLE OF LATINOS IN THE COMMUNITY

Program: Perspectiva Nacional (Segment #2, 8:00)

When: August 2nd, 2015 7:30-8:00AM

Description of Program:

Lawmakers in Washington will take a break in August, but the pro -immigrant organizations will be more active than ever. Ben Monterroso from "Mi Familia Vota", explains the strategies to ensure that the issue of immigration reform does not stop chasing members of Congress , even on vacation.

When: August 2nd, 2015 7:30-8:00AM

Program: Perspectiva Nacional (Segment #3, 6:00)

Description of Program:

In an era in which the Republican and Democratic parties are more distant than ever, a bill that seeks to benefit the immigrant community is getting bipartisan support. Congressman Tony Cardenas (D-CA) speaks of this proposal that seeks to make easier the process to become a citizen

Program: Perspectiva Nacional (Segment #3, 6:00)

When: September 11th, 2015 7:30-8:00AM

Description of Program:

Roger Rocha, national president of LULAC, one of the most important organizations in defense of the hispanic community, tells how are they working to get the to register to vote and exercise the pressure needed for politicians to listen the needs of latinos.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: September 18th, 2015 7:30-8:00AM

Description of Program:

A new study by the National Conference on Citizenship, found that young Latinos are more involved in social networks than young people of other races. The executive director of NCOC, Ilir Zherka says that this attachment to the social networks is good news for the political future of Hispanics

ISSUE: LATIN AMERICAN AFFAIRS

Program: Perspectiva Nacional (Segment #1, 9:00)

When: July 12th, 2015 7:30-8:00AM

Description of Program:

Experts in Latin America Juan Carlos Hidalgo of the Cato Institute, and Eric Olson, the Wilson Center, will discuss the US interests in the countries called "Central American Northern Triangle" (Guatemala, Honduras and El Salvador), and the current political environment in Cuba and Puerto Rico.

Program: Perspectiva Nacional (Segment #1, 9:00)

When: August 9TH, 2015 7:30-8:00AM

Description of Program:

The murder of Mexican photojournalist Ruben Espinosa, after being tortured and executed with a shot to the head, is just one more among dozens of cases of journalists murdered in Mexico, a situation that has been denounced by NGOs and human rights entities. Andrew Selee, of Wilson Center's Mexico Institute, explains the implications of this situation for press freedom in that country.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: September 4TH, 2015 7:30-8:00AM

Description of Program:

The resignation of the president of Guatemala and his subsequent detention, marked the final outcome of a corruption scandal in that country. Cato Institute analyst, Juan Carlos Hidalgo, talks about the political crisis in Guatemala and what it means for the rest of Latin America.

Program: Perspectiva Nacional (Segment #1, 9:00)

When: September 11TH, 2015 7:30-8:00AM

Description of Program:

A report released this week by the inter-american commission on human rights reveals new information on the disappearance and alleged murder of 43 students in Mexico a year ago. The report finds a new theory about why students were intercepted while doubts the official version of how the bodies were eliminated. The director for the Americas of Human Rights Watch, José Miguel Vivanco, explains the report's importance.

ISSUE: PUBLIC SAFETY

Program: Perspectiva Nacional (Segment #2, 8:00)

When: August 9TH, 2015 7:30-8:00AM

Description of Program:

The Violence Policy Center revealed that more than 3,000 Hispanics die each year in the US victims of firearms, more than double of homicides among white people. Josh Sugarman, executive director of this research center, analyzed the data revealed by the study, while giving recommendations on how to change that trend.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: August 30TH, 2015 7:30-8:00AM

Description of Program:

The murder of two journalists while doing a live report, the issue of gun control was again a main protagonist in different media. The security consultant Alex Salinas gives his arguments on why the public should have access to weapons.

FEMA and the Ad Council released new national radio and television public service announcements (PSAs) to inform the American people that the technology could already be found right at their fingertips called Wireless Emergency Alerts.

Program: 60-Second PSA "Wireless Emergency Alerts"

When: July 1 - September 30, 2015

Description: Wireless Emergency Alerts are free messages sent by local public safety officials and the National Weather Service to warn about imminent danger, AMBER Alerts and national emergencies. The 90-character messages use one-way cell broadcast technology to send alerts even if other wireless voice and data services in the area are highly congested. The most important thing to know is: if you receive a wireless emergency alert on your cell phone, take the message seriously. Tune to local news media for further emergency details in your area, and take immediate action to keep safe. Severe weather is not limited to the coastlines; it can occur at any time and in any place. Since June 2012, more than 3,500 WEAs have been issued by the National Weather Service for severe weather.

The Colorado Department of Health & Environments put together a PSA campaign to make listeners aware that it is illegal to drive while under the influence of marijuana.

Program: 60-Second PSA "Marijuana Education Campaign"

When: July 1 - September 30, 2015

Description: *The Denver Post* [reports](#) that 12.2% of last years DUIs involved suspected marijuana use. This data suggests that the need to continue awareness about the legalities and dangers of driving high is still an important part of the legalization process. In light of these statistics, the Colorado Department of Health & Environment added another awareness campaign to continue to educate Coloradoans of the dangers of stoned driving and the legal implications of driving while high. As a driver, it is your [duty](#) to drive safely and legally. Don't be ill informed when it comes to driving under the influence of marijuana. There is plenty of information out there to help you and others stay safe while behind the wheel.

ISSUE: HEALTH

Program: Perspectiva Nacional (Segment #1, 9:00)

When: July 26th, 2015 7:30-8:00AM

Description of Program:

Despite their strong political differences and a record of unsuccessful legislative agreements because of it, Republicans and Democrats finally come to terms in the House of Representatives to pass a bill that enables medical and scientific research to find cures to rare diseases. This includes Alzheimer's, Parkinson's and even diabetes, among others, which are common among the Latino population. Republican Carlos Curbelo, from Florida, joins us in the show to explain what is the "Cures for the 21st Century" legislation.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: August 9TH, 2015 7:30-8:00AM

Description of Program:

We talked about the alarming increase in cases of mental illness in the United States, especially among the young. Psychologist Claudia Campos explains why there are more diagnoses of mental problems, and the attitude of our community to this problem.

Program: Perspectiva Nacional (Segment #3, 6:00)

When: August 23TH, 7:30-8:00AM

Description of Program:

With the first approval from FDA of a pill that stimulates sexual desire in women, sexologist Claudia Campos, gives her recommendations on why this drug should be welcomed, but with cautions and warnings.

Campaign to Encourage the Uninsured to Sign Up for Health Coverage under the Affordable Care Act

Program: 60 Second PSA "Fish"

When: July 1, 2015 - September 30, 2015

Description of Program: Today Enroll America partnered with the Ad Council to launch “Take Care, People,” a national multimedia public service advertising (PSA) campaign that will raise awareness, educate, and motivate uninsured Americans to get health insurance for themselves and their families under the Affordable Care Act, or ACA. The PSAs use pets as the unlikely spokespeople to break through the clutter with an action-oriented message: It’s time for people to take care of themselves. Pets, including dogs, cats, birds and fish, encourage their people to enroll in health insurance for themselves and their families.

The campaign focuses on reaching uninsured young women ages 18-34. Research shows many of these young women lack awareness of the new options for insurance, are interested in learning more, and are more likely than men to do research, enroll, encourage others, and spread the word. The campaign will target Hispanic women and is being communicated in English and Spanish.

The Go-Red for Women Campaign is about making women aware that heart disease and stroke are not diseases exclusive to men and how it's important to live a healthy life.

Program: 60 Second PSA "Women"

When: July 1, 2015 - September 30, 2015

Description of Program: The Women’s Heart Disease campaign from the Ad Council aims to dispel the myth that heart disease and stroke are an older man’s disease. Through the depiction of a strong, resolute woman breaking barriers in different decades, the new PSAs demonstrate that women can do anything men can do and that unfortunately includes dying from heart disease and stroke. Audiences are directed to GoRedForWomen.org where they can sign up to be members, learn about heart disease, their risk for developing it, and find tools for leading heart healthy lives.

ISSUE: IMMIGRATION

Program: Perspectiva Nacional (24:00)

When: July 5TH, 2015 7:30-8:00AM

Description of Program:

Due to the many questions and concerns from our viewers regarding immigration, we dedicate the show provide legal advice from attorneys José Pertierra and Alissa Lachow.

Program: Perspectiva Nacional (24:00)

When: July 19TH, 2015 7:30-8:00AM

Description of Program:

We address and answer Immigration questions from our audience. Immigration attorneys Luis Paoli and Julia Toro will join us in the show, to provide information and legal advice to our viewers.

Program: Perspectiva Nacional (Segment #2, 8:00)

When: August 9TH, 2015 7:30-8:00AM

Description of Program:

The federal government does not want the same humanitarian crisis on the border that took place in 2014, when thousands of children came to the country illegally. We interviewed ICE spokeswoman to learn how they plan to prevent this situation from recurring.

When: August 23, 2015 7:30-8:00AM

Program: Perspectiva Nacional (Segment #1, 9:00)

Description of Program:

The Republican primaries are being dominated by an anti-immigrant message from Donald Trump, the candidate leading the polls. In his immigration plan he announced an aggressive strategy to deport undocumented immigrants and is conditioning its relations with Mexico. The political analyst Patricio Zamorano and the immigration attorney Luis Paoli tell us which of these proposals could become reality and which are false campaigns promises.

When: September 27th, 2015 7:30-8:00AM

Program: Perspectiva Nacional (All Show 23:50)

Description of Program

This week the program is dedicated to a general review of the immigration issues that concern the Latino community. Immigration lawyers Jose Pertierra and Luis Paoli analyzed how has been handled the immigration topic in the presidential campaigns; they also answer some questions from viewers, and explain the status of DACA and DAPA, the executive orders that seek to regularize the undocumented students and their parents.

PSA to make people aware of free assistance with their Naturalization Forms

Program: 30 Second PSA "Citizenship Workshop" from Mi Familia Vota

When: September 13 - September 18, 2015

Description of Program: Public notice regarding a free-of-charge workshop to be held, Saturday, September 19, 2015 in Las Vegas, NV by to help with completion of the Citizenship Naturalization N-400 forms at no cost. Workshop also provided review by an immigration attorney, passport photos, packing materials to mail your application and a step-by-step review of the naturalization process will be provided at no cost. US Citizenship & Immigration services will also be available to help answer any questions or concerns from persons taking part in the workshop.

ISSUE: EDUCATION

Program: Perspectiva Nacional (Segment #3, 6:00)

When: August 9TH, 7:30-8:00AM

Description of Program:

The return to school can be very stressful, especially for children who go to school for the first time. Education expert Maritza Gonzalez gives recommendations for students and parents.

PSA to inform listeners about a scholarship fund available through the Daniel's Fund

Program: 60-Second PSA "Daniel's Fund Scholarship"

When: September 1st-31st, 2015

Description: The Daniels Scholarship Program is a four-year annually-renewable college scholarship for graduating high school seniors who demonstrate exceptional character, leadership, and a commitment to serving their communities. The PSA provided by the Colorado Broadcasters Association has details on how to get additional information regarding the scholarship and the application deadlines.

For years the U.S. economy has struggled under the weight of home foreclosures, and many hardworking American families fear they may also lose their homes. In fact, one in 13 US homeowners has fallen behind on mortgage payments—despite the fact there are several government programs ready to help them deal with compounding debt

Program: 60 Second PSA "This is Why"

When: September 3, 2015 - September 20, 2015

Description of Program: Information on how distressed homeowners can connect with mortgage assistance before they lose control of the situation—keeping homes out of foreclosure and a roof over their heads. That's why the Ad Council, working with U.S. Department of the Treasury and the U.S. Department of Housing and Urban Development, launched a campaign to reach struggling homeowners before their loans reach default. The campaign informs homeowners about Making Home Affordable®, a program that offers free resources and assistance for homeowners struggling to make their loan payments even though they are working hard to meet their obligations. The This Is Why campaign was created to remind homeowners about memorable moments they share with their families in their homes and why it's worth it to work to save this special place

A national public service advertising (PSA) campaign to give Hispanic parents access to the resources they need to help their children prepare, plan, and pay for college.

Program: 60 Second PSA "Education"

When: July 1, 2015 - September 30, 2015

Description of Program: Today, Hispanics account for 19% of all college students, ages 18 to 24, up from 12% in 2008. What's more, 69% of Hispanic graduates are now going directly to college after graduating high school, a rate that is higher than that of the general population. This unprecedented surge in Hispanic college-bound students underscores the need to provide more information about college and more financial resources than ever before. "With Latinos representing one in four people in America under age 18, it is more important than ever for HSF to provide scholarships and services to students, as well as provide resources for their parents," said Fidel A. Vargas, President & CEO, Hispanic Scholarship Fund. "Their success in college is more important than ever, and this is our opportunity to help Latino students not only reach college, but make the most of their college experience. We hope this campaign will equip even more Hispanic parents and students with the tools they need to plan, prepare, and pay for college."

ISSUE: RELIGION

When: August 23, 2015 7:30-8:00AM

Program: Perspectiva Nacional (Segment #2, 8:00)

Description of Program:

Different organizations representing the LGBT community nationwide, sent a public letter to the Pope Francisco requesting a hearing during his next visit to the United States. Lisbeth Melendez, director of Latino Initiatives and Catholic, one of the signatories, explained what is their message for the Pope, and why they feel discriminated by the Catholic Church.

When: September 4th, 2015 7:30-8:00AM

Program: Perspectiva Nacional (Segment #2, 8:00)

Description of Program The announcement of the Pope that priests will be able to forgive women who have had an abortion, took everybody by surprise. The Catholic priest Eugenio Hoyos explains the reasons of the Pope and their meaning.

When: September 18th, 2015 7:30-8:00AM

Program: Perspectiva Nacional (Segment #2, 8:00)

Description of Program The Pope's visit to the United States has raised expectations among citizens, and especially among the Hispanic community. It is expected that the issues of immigration and human rights will be part of his agenda. The union leader Eliseo Medina and the Dreamer Cristian Avila explain why the Pope's message will have an important influence.

ISSUE: ENVIRONMENT

When: July 26th, 2015 7:30-8:00AM

Program: Perspectiva Nacional (Segment #3, 6:00)

Description of Program:

California Republican Jeff Denham, explains what is being done in Congress to mitigate the consequences of the severe drought that has been taking a toll in his state for over 4 years now, but also in the agricultural and bovine sector around the country. Denham also criticizes the Veteran's Administration, saying that far from helping veterans and their families, the agency is biased when it comes to providing services.

ISSUE: LATINO YOUTH

While more than 245 million Americans live within 100 miles of a national forest or grassland, research shows there is a lack of connection between people and nature, particularly with children.

Program: 60-Second PSA "Discovering Nature"

When: July 1st - September 30th, 2015

Description: The decline in outdoor recreational activities is especially prevalent among Hispanics, given that only 50% of Hispanic youth participate in outdoor recreation, compared to 62% of youth overall. The Discovering Nature campaign's Spanish language segment features real Hispanic families as they escape from the stress of their daily lives in a journey to the forest. The call-to-action directs audiences to visit DescubreElBosque.org where they can find a nearby forest, and activities to do once they get there.